

ORDER

Orders
Order / Rev: 500481
Alt Order #:
Product Desc: 10/30-11/6
Estimate: 578
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: GENERAL

CBS5

Primary AE: House KPHO Local House KPHO Local
Sales Office: KPHO
Sales Region: Local

Agency
Name: Larry John Wright
Buying Contact: Lynne Sherrer
Billing Contact: JR Wright
 231 North Alma School Rd
 Mesa, AZ 85201

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Citizens For Professional Law Enforcement
Demographic: A25-54
Product Codes: Political-Issues
Priority: IMP
Revenue Codes: POL, PLI, POL LPL

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/31/12	8	\$6,950.00	\$5,907.50
11/01/12	11/06/12	17	\$12,400.00	\$10,540.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$6,950.00	\$5,907.50	0.00
November 2012	17	\$12,400.00	\$10,540.00	0.00
Totals	25	\$19,350.00	\$16,447.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House KF			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
CBS5	25%	\$19,350.00
Market	100%	\$77,400.00

Competitive Share

Competitive Share	Share	Total
DPHO	0%	\$0.00
KAET	0%	\$0.00
KASW	0%	\$0.00
KAZT	0%	\$0.00
KBCZ	0%	\$0.00
KBPX	0%	\$0.00
KDRX	0%	\$0.00
KMCC	0%	\$0.00
KMOH	0%	\$0.00
KNAZ	0%	\$0.00
KNXV	0%	\$0.00
KPAZ	0%	\$0.00
KPNX	25%	\$19,350.00
KPPX	0%	\$0.00
KSAZ	25%	\$19,350.00
KTFL	0%	\$0.00
KTVK	25%	\$19,350.00
KTVW	0%	\$0.00
KUSK	0%	\$0.00

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 Flight Dates: 10/30/12 - 11/06/12

Advertiser: Citizens For Professional Law Enforcement
 Product Desc: 10/30-11/6
 Estimate: 578

CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	10/30/12	11/02/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a -TWTF--	:30	3	\$450.00	IMP	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$450.00		0.00			
N 2	KPHO	10/30/12	11/02/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a -TWTF--	:30	3	\$500.00	IMP	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$500.00		0.00			
N 3	KPHO	10/30/12	11/02/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p -TWTF--	:30	4	\$500.00	IMP	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$500.00		0.00			
N 4	KPHO	10/30/12	11/02/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News -TWTF--	:30	3	\$1,600.00	IMP	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$1,600.00		0.00			
N 5	KPHO	10/30/12	11/02/12	Letterman DAVID LETTERMAN	CM	M-F 1035p-1138p -TWTF--	:30	3	\$900.00	IMP	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$900.00		0.00			
N 6	KPHO	11/05/12	11/06/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a MT-----	:30	2	\$450.00	IMP	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$450.00		0.00			
N 7	KPHO	11/05/12	11/06/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a MT-----	:30	2	\$500.00	IMP	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$500.00		0.00			
N 8	KPHO	11/05/12	11/06/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p MT-----	:30	2	\$500.00	IMP	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$500.00		0.00			
N 9	KPHO	11/05/12	11/06/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News MT-----	:30	2	\$1,600.00	IMP	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$1,600.00		0.00			
N 10	KPHO	11/05/12	11/05/12	Letterman DAVID LETTERMAN	CM	M-F 1035p-1138p M-----	:30	1	\$900.00	IMP	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$900.00		0.00			

*Tax 1 Note: Tax 0.5%

Totals 25 \$19,350.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KPHTO CH5 - Phoenix AZ	Date: 10/29/12
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I, Jackson Wright
do hereby request station time concerning the following issue:

Citizens for Professional Law Enforcement

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Citizens for Professional Law Enforcement

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Citizens for Professional Law Enforcement

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 1 Day before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/29/12
Date

[Signature]
Signature

480-833-8111
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title